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Product File LAS
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Oxycontin
labeling

to: OxyContin™ Launch Team
from: *YJ* Lydia Johnson
dept: Marketing
subject: Launch Team Meeting 3/31/95
Minutes
date: April 4, 1995

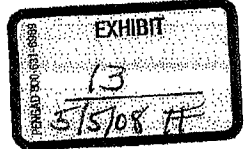
The first OxyContin Launch Team meeting was held on March 31, 1995. An introduction of the meeting was made by Mark Alfonso, followed by an overhead presentation by Mike Innaurato. A hard copy of the presentation is attached.

The OxyContin Launch Team's mission is to ensure a successful and timely launch of OxyContin. Mike Innaurato discussed the marketplace that OxyContin will enter, and how OxyContin will expand out of the cancer pain market. OxyContin will be launched in a 10, 20, and 40 mg tablet strength (80 and 160 mg tablet strength to follow). Tablets are small, color-coded and easy to swallow. Sample bottles of the three tablet strengths were passed around. OxyContin will be indicated for the relief of pain with the convenience of q12h dosing. OxyContin's primary market positioning will be for cancer pain and the secondary market will be for non-malignant pain (musculoskeletal, injury and trauma). It was reinforced that we do not want to niche OxyContin just for cancer pain. OxyContin will be positioned into Step 2 of the W.H.O. Analgesic Stepladder (the opioid to start with), but we will also move OxyContin into Step 3 of the ladder (the opioid to stay with), since AB-rated generics will eventually affect MS CONTIN®. OxyContin's positioning statement is "all of the analgesic efficacy of immediate-release oxycodone, with convenient q12h dosing." The proposed features and benefits of OxyContin were listed. The convenience of q12h dosing was emphasized as the most important benefit.

In our Market Research efforts, focus groups, personal 1-on-1 interviews, and telephone interviews were conducted with more than 500 health care professionals. In our focus group findings, we learned that MS CONTIN® is the "gold standard" for cancer pain. Our creative concept testing showed the likelihood of OxyContin usage by physicians and nurses was 4.6 on a scale of 1 to 5, which is very favorable. Seventy six percent of those questioned would use OxyContin in opioid naive patients. The products that OxyContin will replace were listed in descending order: oxycodone combinations, hydrocodone combinations, codeine combinations, MS CONTIN, and Duragesic®.

The objectives were then mentioned and the professional target audiences and institutional target audiences were listed, showing there is a big non-cancer marketplace for OxyContin.

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(UNITED STATES DISTRICT COURT FOR THE SOUTHERN DISTRICT OF MISSISSIPPI, CIVIL ACTION NO. 3:07cv419-HTW-LRA)

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IN COMMONWEALTH OF KENTUCKY, EX REL. JACK CONWAY, ATTORNEY GENERAL v. PURDUE PHARMA L.P., ET AL., CIVIL ACTION NO. 07-CI-01303 (PIKE COUNTY CIRCUIT COURT)

